

# UNITED STATES TRADE AND DEVELOPMENT AGENCY



## **Made in America Conference Phnom Penh, Cambodia**

**July 13, 2010**

**Mark J. Dunn**

**Regional Manager, Asia**

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# Our Mission



- ❖ Advance economic development and U.S. commercial interests in developing and middle-income countries.
- ❖ Support the development of modern infrastructure and a fair and open trading environment.



# USTDA Facts

- ❖ USTDA is an independent agency.
- ❖ Over \$33.8 billion in U.S. exports to emerging markets.
- ❖ \$40 in U.S. exports for every dollar USTDA invests.
- ❖ Doubled funding for clean energy project between 2008 and 2009.



USTDA is helping Turkey meet its electric power needs using clean energy solutions.





# National Export Initiative

Doubling of U.S. exports over the next five years.

- ❖ Increasing Trade Advocacy

- ❖ Launched International Business Partnership Program

- ❖ Funding over 30 reverse trade missions and business matchmaking programs



President Obama Announces  
Export Promotion Cabinet as part  
of National Export Initiative



# Commitment to Clean Energy Development

## Clean Energy Exchange Program

- ❖ Response to President Obama's Energy and Climate Partnership of the Americas
- ❖ Seeks to familiarize Latin American project sponsors with U.S. clean energy technologies
- ❖ Launched U.S.-China Energy Cooperation Program



# Advancing Development Priorities

- ◆ USTDA obligates approximately \$55 million for 150 projects annually; approx. \$8-9 million for SSA region.
- ◆ The average grant is about \$400,000.
- ◆ Recent activities include:
  - ◆ Ghana/Air Traffic Control Center (\$295,000)
  - ◆ West Bank/WiMax System Deployment (\$480,625)
  - ◆ China/Power Plant Emission Reduction (\$662,000)
  - ◆ Chile/Mobile Communications System Upgrade (\$436,000)





# Public-Private Partnerships



Tsunami Response: Delivering  
potable water to 100,000  
Sri Lankan citizens.

## PPPs create lasting relationships

- ❖ Opens export markets in developing countries.
- ❖ Promotes shared ownership or management between U.S. companies and overseas project sponsors.



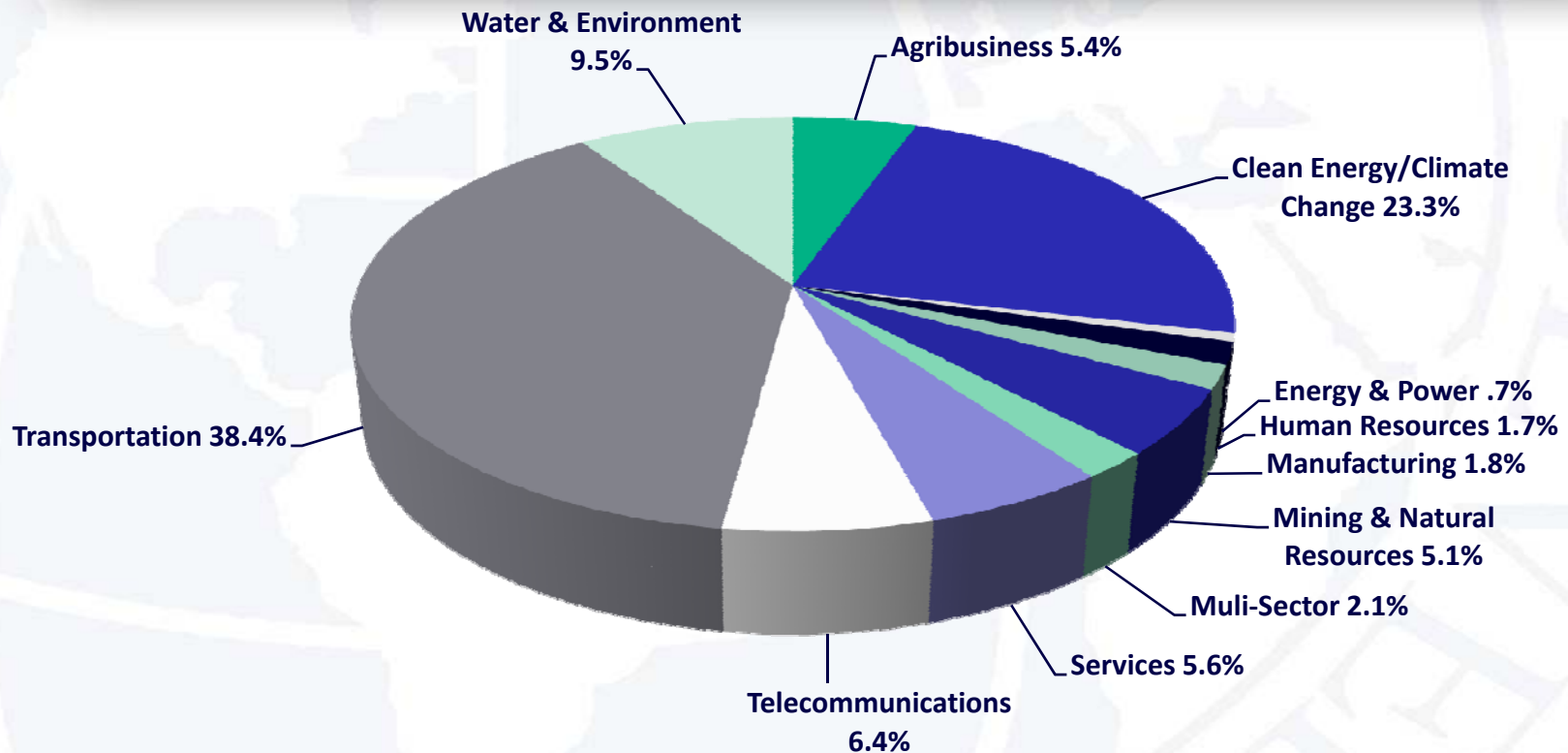
# USTDA Regions





# USTDA By Sector

(As a Percentage of USTDA's FY2009 Program Budget)



# USTDA Program Activities

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Matching U.S. Commercial Interests  
with Development Opportunities

## International Business Partnership Program

- ❖ Reverse Trade Missions
- ❖ Conferences
- ❖ Training

## Project Development Program

- ❖ Feasibility Studies
- ❖ Pilot Projects
- ❖ Technical Assistance



# Trade Capacity Building



**National Freight Information and  
Transportation Hub Project in Jordan**

- ❖ Promotes the development of infrastructure necessary to support trade.
- ❖ Supports the negotiation of and compliance with U.S. free trade agreements and multilateral trade agreements.

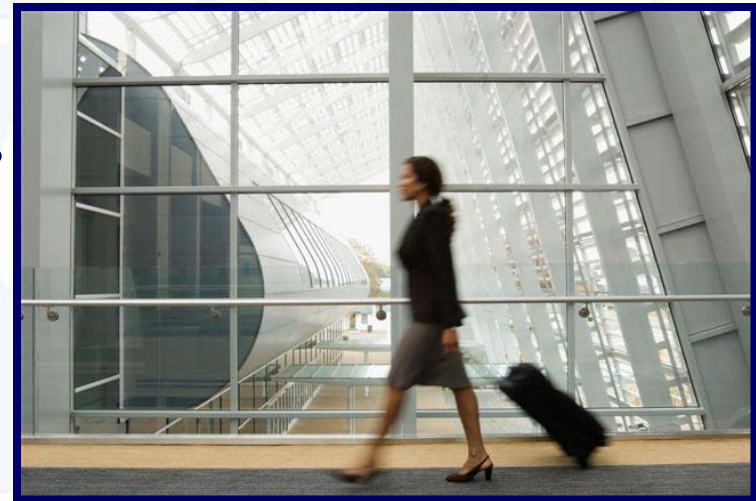




# Sector Development

## *Technical Assistance:*

- ❖ Development of sector strategies, industry standards, and legal and regulatory regimes.
- ❖ Adoption of market-opening policies and procedures that promote a favorable business and trade environment.



Applying U.S. Technology  
Solutions in Vietnam's Aviation  
Sector



# Sector Development

## *Training:*

- ❖ Project-specific training that yields legislative, policy, regulatory, and/or commercial outcomes.



Strengthening the Capacity of Oil  
and Gas Resource Management in  
Cambodia



# Investment Analysis



Developing China's Clean Energy Resources

## *Feasibility Studies:*

### ❖ Evaluation of Infrastructure Development Projects

- Technical
- Financial
- Legal
- Environmental





# Investment Analysis

## *Reverse Trade Missions:*

- ❖ USTDA brings foreign project sponsors to the United States to observe the design, manufacture, and operation of U.S. products and services.



Connecting Cambodian Officials with  
U.S. Federal Government Agencies  
and U.S. Oil and Gas Industry



# Investment Analysis

## *Workshops and Conferences:*

- ❖ USTDA organizes sector or project specific business conferences and workshops.
- ❖ Events connect overseas project sponsors with U.S. firms and entities.



U.S. – Sub-Saharan Africa  
Partners in Aviation Summit



# Investment Analysis

## *Procurement Assistance:*

- ❖ Developing appropriate bidding procedures.
- ❖ Evaluation of technical proposals.
- ❖ Identifying potential suppliers and bidders.





# Project Definition

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USTDA contracts with U.S. small businesses to enhance project definition, supply preliminary assessments, and provide due diligence for proposed projects.

***Desk Studies (DS)***

Quick analysis that is produced within the United States.

***Definitional Missions (DM)***

Detailed evaluations involving travel to a designated region.



# USTDA and SMEs

USTDA relies on the expertise of small businesses:

Due diligence contracts are reserved for small businesses.

Small businesses win 50% of larger contracts associated with USTDA-funded projects.



Roeslein & Associates won a manufacturing contract following a USTDA grant in Nigeria



# USTDA Funding Criteria

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**USTDA evaluates projects based on the following criteria:**

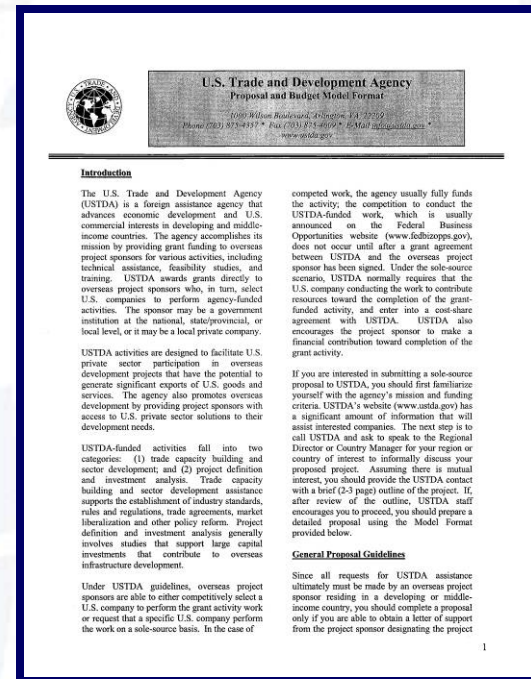
- ◆ Strong support of both US company and local partner;
  - ◆ Developmental priority of the project;
  - ◆ Likelihood of receiving implementation financing; and
  - ◆ Mutual benefit for the United States and host country, including commercial opportunities for U.S. firms, thereby supporting U.S. jobs.
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# Requesting USTDA Funding

- ❖ Model Proposal Format can be found at [www.ustda.gov](http://www.ustda.gov).
- ❖ Requests can be made year-round.
- ❖ Requests may come from a foreign entity or project sponsor, or from a U.S. firm interested in the project.
- ❖ Public and private overseas entities are eligible for assistance.



# Using USTDA Resources

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**Visit our website at [www.USTDA.gov](http://www.USTDA.gov):**

- ❖ Check current business opportunities with USTDA and our grant recipients.
  - ❖ Sign-up for our eNewsletter.
  - ❖ Order copies of USTDA reports.
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# USTDA Contact Information



## HEADQUARTERS

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## ASIA REGIONAL OFFICE

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## Other Regional Offices:

Beijing, Hanoi, Johannesburg, New Delhi and Sao Paulo  
In-country: US-Foreign Commercial Service, State ECON

